

MAY 22 1995

Wellesley Square Parking Study Reference Guide



**Town of Wellesley
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Purpose	3
Introduction	3
1950 Study of Wellesley Town Center	3
1958 Bruce Campbell & Associates Traffic and Parking Survey	4
1965 Parking Utilization Study	4
1967 Report of Committee to Study Deck Parking	5
1968 Chamber of Commerce Parking Committee Recommendations	5
1971 Railroad Parking Lot Deck	5
1977 Central St. parking at Weston Rd. & Gulf Station	6
1980 Proposed parking on MBTA land to the rear of Central Street.	6
1980 Town Meeting Warrant Article 24 - Parking on MBTA Right of Way	6
1982 Chamber of Commerce Employee Parking Analysis	6
1983 Parking Needs Study Committee, Final Report	7
1984 Parking Needs Study Committee - Implementation Follow-up	8
1984 Letter report of latest actions on recommendations	8
1984 Parking Needs Study Committee Recommendations	8
1985 MBTA Platform Relocation Proposal	9
1985 Parking Meter Fees	9
1985 Parking Lot Capacity Survey	9
1985 Relocation of Platform	10
1985 PNSC changed to Parking Implementation Committee	10

1985	Tailby Lot Meter Conversion Cost Projections	10
1985	Parking Lot Survey	11
1986	Parking Implementation Committee Discharged	11
1987	Summary of Parking Survey	11
1987	Town Action related to parking	11
1989	Report of Wellesley Off-Street Parking Planning Committee	12
1989	Town of Wellesley Parking Study	13
1989	Wellesley Parking Study - Howard/Stein-Hudson	14
1992	Parking Analysis - Babson College Management Consulting Field Experience	15
1993	Wellesley Square Parking Report Memo	16
1993	Wellesley Center Parking - Pilot Survey and Review	17
1993	Wellesley Center Parking Needs for Wellesley Center Merchant Employees	18
1993	Commercial Parking Areas Liaison Sub-Committee	19
1993	Commercial Interests Liaison	19
1993	Commercial Area Parking Liaison Committee interim report.	19
1993	Liaison Committee Implementation Report	20
1993	Comprehensive Plan	20
1993	Proposal to prohibit curbside parking	21
1993	Parking Permit Proposal for Wellesley CBD.	21
1993	Wellesley Center Parking Survey & Review	21

Wellesley Square Parking Study Reference Guide

Purpose

This Reference Guide was created to consolidate the numerous reports and information regarding parking in the Wellesley Square area to allow policy makers and other interested parties to access information in an efficient manner and hopefully avoid duplication of effort in the future.

Introduction

Numerous studies have been undertaken to address the issue of parking in Wellesley. Parking has been a major problem since the 1950's. Many problems have been identified and many solutions have been proposed, although for the most part, major changes such as building new lots have been deferred, while incremental changes such as restructuring of meter fees have been implemented.

This guide provides background information necessary to help decision makers develop solutions to Wellesley's parking problems.

1950 Study of Wellesley Town Center

The 1950 study by G. Holmes Perkins and T.W. Patterson for the Wellesley Planning Board looked at the problems of traffic congestion, parking and shopping center growth. The recommendations included immediate action for the following:

- Purchase Tailby land north of the railroad for all-day commuter parking for 150 cars. This project was expected to cost \$163,700.
- Widen Church Street from Abbott to Cross Streets. This project was estimated to cost \$207,000.
- Take the major portion of the block between Church, Waban and Abbott Streets for public parking
- Take the block lying between Church, Waban and Abbott Streets to develop 240 parking spaces at a cost of \$320,000.

Wellesley Square Parking Study Reference Guide

Potential future action recommended by the study included:

- Purchase additional land between Grove, Cameron and Spring Streets and north of the railroad west of Crest Road
- If needed, the land parallel to the tracks to the north and west of Crest Road could be purchased.

The study identified a major deficit of the area as a lack of parking space for shoppers, commuters and workers in the center. The study stated that because it is more expensive to provide parking on built-up rather than open land, municipal action would be necessary.

1958 Bruce Campbell & Associates Traffic and Parking Survey

With an appropriation of \$10,000 at the 1958 ATM, the Planning Board contracted for a comprehensive survey of traffic and parking problems. The proposals made in the 1960 report were presented at the 1961 town meeting (Articles 3, 4 and 7) and all three were defeated.

- Article 3 proposed acquisition of 9 parcels at Cross, Church and Waban Streets for use as a municipal lot to provide 170 spaces. Advisory and the Planning Board gave unfavorable recommendations for Article 3 due to the cost of the proposal (\$350,000).
- Article 4 proposed extension of the existing municipal lot on Church Street between Waban and Abbott Streets to provide 101 spaces. Article 4 was recommended by Advisory and the Planning Board as a less expensive alternative (\$96,940) to Article 3.
- Article 7 proposed installation of a progressive traffic system on Washington and Central Streets at a cost of \$136,705. Article 7 was recommended by Advisory and the Planning Board.

1965 Parking Utilization Study

At the request of the Board of Selectmen, the Planning Board staff prepared a brief study of off-street parking utilization in Wellesley Square in 1965. Peak utilization did not exceed 90% and was usually less than 50%.

1967 Report of Committee to Study Deck Parking

A Committee established by the 1966 Annual Town Meeting to study the need and feasibility of a two-level parking facility reported that although there was need for additional off-street parking in Wellesley Square, the need was not sufficient to justify deck parking.

The Committee based its findings on information gathered by the Planning Board in 1965 in addition to new information gathered for the purpose of the study.

The study found that the Cameron Street lot was usually full during the week but not on weekends and the lot nearest the library usually has spaces during the week and on weekends. The Railroad lot had available spaces both during the week and on the weekend. The Tailby property was at capacity on weekdays but not on weekends.

1968 Chamber of Commerce Parking Committee Recommendations

The Chamber of Commerce Parking Committee completed a town-wide study of parking and traffic problems and made the following recommendations in August, 1968:

- Eliminate the 4:00 p.m. to 6:00 p.m. parking ban on the north side of Central Street across from the fire station
- Restore 4 spaces on the south side of Central Street in front of the fire house
- Arrange with Wellesley College to permit off street parking on the west side of Weston Road between the Page School parking lot and Cross Street.
- Reconsider use of town owned land for public parking at the south-west corner of the Linden Street and Crest Road intersection.
- Provide additional parking at the Town Hall

1971 Railroad Parking Lot Deck

At the 1971 Annual Town Meeting the Selectmen presented an article requesting funds for the preparation of plans for additional facilities for off-street parking at the Railroad Avenue parking lot. Advisory recommended action but Town Meeting defeated the article.

1977 Central St. parking at Weston Rd. & Gulf Station

This October 26, 1977 letter from the Executive Secretary to Charles Post sought permission for use of Hathaway House property for access to proposed parking lot.

1980 Proposed parking on MBTA land to the rear of Central Street.

In 1980 the town developed a proposal to use a portion of the MBTA right of way between the Crest Road bridge and the Weston Road bridge for off-street parking. The proposal seemed to have MBTA approval, however, the project was scrapped at the last minute because of Conrail's plans to use the right of way for relocation of track.

1980 Town Meeting Warrant Article 24 - Parking on MBTA Right of Way

Town Meeting Warrant Article 24 requested an appropriation of \$170,000 for construction of additional parking spaces on the MBTA right of way. The MBTA declined the offer at the last minute and the motion not made.

1982 Chamber of Commerce Employee Parking Analysis

This May 5, 1992 report was produced by Babson College interns David A. Parness and John A. Wallace for the Chamber of Commerce. The report was intended to help the Chamber define parking problems.

The major factors considered were the number of full-time employee drivers compared to the number of all day spaces; the percentage of employees finding it difficult to locate a parking space in each section; and, the number of cars using existing lots.

The report made the following recommendations regarding the Wellesley Square area:

- Pave the town-owned field located off Weston Road to create 74 additional spaces which would meet employee need for all day parking. Completed surveys showed that 62% of employees said they would be willing to walk from a designated employee lot.
- Construct a decking lot to provide 180 spaces at the Tailby lot or over the railroad tracks.

1983 Parking Needs Study Committee, Final Report

The *Wellesley Parking Needs Study Committee* was constituted in March 1983 by the Board of Selectmen to develop parking solutions upon which the town could take action. A survey conducted by the committee in 1983 indicated that 55% of 1400 respondents felt that parking was a problem in Wellesley in general, and 70% indicated that there was not sufficient parking in Wellesley Square. The committee found that there was competition for spaces among commuters, business owners, employees, and shoppers. At that time, 90% of survey respondents were in favor of maximizing land use and 57% were against multi-story parking structures.

The recommendations made by the committee included:

- Cross Street Realignment - Add diagonal parking to the west side between Church Street and Weston Road to gain 11 or 12 new spaces.
- Tailby Lot - Add 22 spaces by moving a section of wall about five feet towards Linden Street to allow diagonal parking where there is presently parallel or no parking, and restripe entire lot with a major section reserved and signed for small cars for an additional gain.
- Wellesley Square Employee Parking - Develop a new 78 space employee parking lot for Wellesley Square businesses on land adjacent to transformer. Create a parking incentive program to encourage employee parking.
- Triangle Lot - Develop a new parking lot on town-owned property adjacent to the railroad at the southwest corner of the Linden Street and Crest Road intersection. Twenty-seven metered spaces could be generated for general use.
- New Municipal Lot and Repositioned Commuter Platform.
- Town Hall Employee Parking - Designate up to 22 spaces in the Tailby lot for Town Hall Employees only.
- Linden Street Safety Issue - Ban parking on Linden Street within 50 feet of Everett.
- Parking Meter Fees - Meter fees should remain at current levels. Fees should be used solely to develop and upgrade parking areas.
- Ongoing Monitoring and Management of Wellesley Parking - Coordinate parking issues among town boards.

Wellesley Square Parking Study Reference Guide

1984 Parking Needs Study Committee - Implementation Follow-up

This letter dated February 22, 1984 from Tom Lee to Maxine Weintraub provided a status on implementation of recommendations made by the Parking Needs Study Committee.

- Cross Street Alignment - Plans forwarded to prepare a plan to show how diagonal parking could be implemented
- Wellesley Square Employee Parking - The BPW responded that it will allow plans to proceed at the sub-station on Weston Road as long as BPW could regain use of the land if desired in the future.
- Triangle Lot - The Board requested that the Town Engineer update cost estimates and plans for future town meeting.
- Linden Street Safety Issue - Traffic signs restricting parking on Linden Street within 50 feet of Everett Street were installed. Little heed had been given to the signs at that point.

1984 Letter report of latest actions on recommendations

This August 1984 letter from Tom Lee to Maxine Weintraub indicates that modifications were made to the conceptual plan for relocation of commuter platform.

This low priority plan would create 29 off street spaces at the southeast corner of the Crest Road and Linden Street intersection.

In addition, the Board authorized realignment of the Tailby lot to create 40 additional spaces. The Board also authorized a proposal for 251 spaces subject to meter fee allocation of \$83,000. The Board determined that the retaining wall scheme considered not feasible.

1984 Parking Needs Study Committee Recommendations

This memo from Richard O. Neville of the PNSC to the Board of Selectmen provided the results of a meeting held on March 14, 1985, where the Parking Needs Study Committee voted unanimously for the following recommendations:

- Still a need for additional employee parking for Central Street businesses.

Wellesley Square Parking Study Reference Guide

- Conversion of substation land should be put into fiscal 1987 budget
- Start job of moving retaining wall in Tailby Lot; Chamber of Commerce does not feel it appropriate to participate in a public project by contributing funds
- The Board should arrange to meet with MBTA regarding possible relocation of platform
- Recommendation for study of Lower Falls traffic

1985 MBTA Platform Relocation Proposal

This April 19, 1985 memo from Tom Lee to Felix Juliani includes schematic drawings of the proposed platform relocation to west of Weston Road Bridge.

1985 Parking Meter Fees

This April 23, 1985 memo from Tom Lee to the Board of Selectmen outlines several options for upgrading parking meters.

- Purchase new interior mechanisms at \$100 per meter (one month lead time)
- Purchase rebuilt mechanisms at \$50 per unit (three month lead time)
- Re-build meters, changing only mechanisms required to effect rate change at \$30 per meter (3 month lead time)

The memo also provides analysis and projections for various meter fee structures.

1985 Parking Lot Capacity Survey

This May 2, 1985 memo from Tom Lee to the Board of Selectmen references a 1981 survey which set out to determine the extent of all day non-commuter parking in municipal parking lots. Of special note is that the survey was conducted during a commuter rail service suspension due to nationwide rail strike. The conclusions of the study relating to Wellesley Square were that:

- Although the Wellesley Square Railroad lot which was half full, was used by commuters, a majority of the users were short term shoppers that parked in the first space they saw.

Wellesley Square Parking Study Reference Guide

- Tailby lot primary users are all day employees of Wellesley Square Businesses.
- Cameron Lot was 100% full indicating all day employee parking and limited number of short term parking.

Recommendations made by the survey report were:

- Designate Tailby Lot as an all day employee lot only, to reserve space for Wellesley Square employees and to alleviate competition for spaces between commuters and area employees.
- Designate the Railroad Lot as an all day commuter lot only, to reserve space for commuters and to alleviate frustration of short-term users by preventing them from seeking spaces in this lot.
- On a short term basis, provisions should be made for all day parking in the Cameron Street Lot.

1985 Relocation of Platform

This May 22, 1985 letter from Eugene Sullivan, Jr. from the MBTA to Felix Juliani confirmed receipt of the proposal to relocate Wellesley Square to the west of Weston Road. Mr. Sullivan agreed that the new site would improve parking for both commuters and Wellesley residents.

Although no funds were available, the project would be included under Park and Ride Program for future funding. The cost estimates a total of \$1,073,000 for the project.

1985 Parking Needs Study Committee changed to Parking Implementation Committee

This July 2, 1985 letter from R.O. Neville to the Board of Selectmen recommended the change of the name PNSC to the Parking Implementation Committee because surveys and studies have been completed.

1985 Tailby Lot Meter Conversion Cost Projections

This August 7, 1985 memo from Tom Lee to Felix Juliani provided cost estimates for the Tailby Lot project (\$83,000) and payback analysis for conversion of 2 hour parking meters.

1985 Parking Lot Survey

This October 4, 1985 memo from Sergeant Chaisson to Chief Weaver provided results of parking survey in Tailby lot show that Wellesley, Dover, and Natick are the most represented (63, 18, 15 respectively) users of the lot.

1986 Parking Implementation Committee Discharged

This June 26, 1986 letter from Tom Lee to Jerome Carr officially discharged the Parking Implementation Committee.

1987 Summary of Parking Survey

This report provides a summary of the Planning Board staff parking utilization survey of all town owned lots and major private lots. The survey found that five of the 10 public off-street lots were considered over-utilized according to an 85% threshold criteria (Tailby, Wellesley Hills Railroad, Wellesley Farms, and Noanette all displayed weekly average utilization greater than 89%). Waban/Church was the least utilized at 40% and Wellesley Square public parking had an average utilization of 64%.

The report also discussed parking relationship to floor area ratio:

Wellesley Square has 1,347 parking spaces with 466 public off-street, 540 private off-street, and 341 on-street. There are two spaces for every 1,000 square feet of floor area commercially zoned within the district.

The survey shows that the majority of parking lots that are over-utilized are public lots, generally located in areas where inadequate private parking is provided and the long term parking lots.

1987 Town Action related to parking

This February 17, 1987 memo from Patricia Palmer to Jeanne Lukas responds to criticism against the Town's inaction in connection with the implementation of the recommendations of the PNSC.

Wellesley Square Parking Study Reference Guide

The memo mentions that the Selectmen were continually reviewing traffic patterns and recently rejected a one-way pattern; working with Tibbett's Engineering to reconstruct Route 16 and Central Street; and other actions taken have resulted in 140 additional off street parking spaces including:

- Cross Street Realignment - Appropriated \$20,000 from Parking Meter Receipts at 1987 ATM. Improvements primarily aesthetic.
- Tailby Lot - Selectmen made a motion at 1985 ATM to appropriate \$83,000 for 22 spaces. Voted down as most expensive parking spaces in history of town. Through a realignment, selectmen created 40 spaces at a cost of \$5,000.
- May be achieving breakthrough with MBTA for placing a deck over existing lot.
- Wellesley Square Employee Parking - Plan to create parking lot at Weston Road substation failed because DPW would not make land available on a long term basis.
- Triangle Lot - Low priority due to questionable value because of safety issues.
- New Municipal Lot and Repositioned Commuter Platform.
- Town Hall employee parking - Cameron Street Lot reconstructed. Capacity increased by 44 spaces with 22 assigned to Town Hall employees.
- Linden Street Safety Issue - Parking prohibited on Linden Street from Crest Road to Kingsbury Street.

1989 Report of Wellesley Off-Street Parking Planning Committee

The Off Street Parking Planning Committee was appointed by the Planning Board in January, 1989 to study the Off Street Parking Section of the Zoning Bylaw (XXI). The committee identified problems with the section which it details in the October 17, 1989 report. Specifically relating the CBD, the report recommends the establishment of a Central Business zoning district to include parking requirements and modified building and land use controls such as a Building Envelop concept.

The report also provides an appendix showing the number of restaurant seats in Wellesley Square (730 for 11 establishments).

1989 Town of Wellesley Parking Study

This September, 1989 study completed by Howard/Stein-Hudson Associates, Inc. assessed parking fee structure rates and parking facility usage characteristics for the available public parking supply in the Town of Wellesley. The study identified 331 on-street spaces and 622 off-street spaces in 5 lots in Wellesley Square: Cameron Street, Tailby, Wellesley Square Railroad Station, Noanette, and Waban Street.

This inventory does not include the free Town Hall lot which is used primarily by town employees and people with business at Town Hall. The study identified three types of public parking users in Wellesley Square: employees, shoppers, and commuters.

- Tailby Lot - located along Linden Street adjacent to the MBTA Wellesley Square commuter rail station, provides a total of 233 parking spaces. Users of this facility are required to purchase all-day tickets at a cost of fifty cents through a ticketing machine at the entrance to the lot. Tickets are then displayed on vehicles' dashboard.

The 1987 parking survey showed the Tailby lot was at 97% utilization, an increase of 11% from 1981. The lot is generally full by 8:15 am, coinciding with the departure time of the last morning peak-hour Boston-bound commuter train. The survey conducted in 1981 indicated the large majority of Tailby lot users are employed by Wellesley Square area businesses and commuters. The survey indicated a demand for employee parking at this location and the majority of those using the Tailby lot are not Wellesley residents.

- Wellesley Square Railroad Lot - adjacent to the Wellesley Square Commuter Rail Station, although access is provided from Central Street. The majority of users at this facility, are shoppers or short term visitors since the 76 parking spaces are regulated by two-hour meters. Three parking spaces for the handicapped are also provided at this location.

Utilization of this lot was higher in 1981 (79%) than in 1987 (57%) due to the substitution of a row of 21 ten hour meters with two-hour meters.

- Cameron Street Lot - at the corner of Washington and Cameron Streets provides 163 parking spaces. All-day ticket purchase is required for 105 spaces at this facility, while 54 spaces are regulated by two-hour meters (four spaces are reserved for the handicapped).

The long term spaces are filled by early morning and are used mostly by employees in the Wellesley Square area and commuters not arriving early enough to park at the Tailby lot. Short term users at this facility include shoppers, office visits and Town Hall related business. The majority of Cameron Street lot users are not Wellesley residents.

Wellesley Square Parking Study Reference Guide

- Noanette Lot - located at the corner of Washington Street and Weston road is the smallest municipal lot providing 33 spaces for all-day ticket holders. This facility is near many Wellesley Square businesses and primarily serves employees. The Noanette lot continues to operate at a high utilization rate (95% in 1981; 97% in 1987). The majority of those parking in this lot are not Wellesley residents.
- Waban Street Lot - located at Waban and Church Streets and has a capacity of 114, including 4 handicapped spaces. This facility is regulated exclusively by two-hour meters and is used primarily by shoppers, although a small percentage are used by employees. The Waban Street lot continues to be the most under-utilized facility in Wellesley Square with an average rate of 37% in 1981 and 39% in 1987.
- On-Street - The Wellesley Square area has 331 on-street metered parking spaces. Data were not available regarding utilization. Revenue data for on-street parking are maintained on a town-wide basis and are not specified to each sub area within the town.

This report also provided parking fee structure and revenues and parking characteristics of other towns in addition to a recommendation to reallocate spaces within existing lots:

"The surveys indicate a reallocation of long term parking to short term parking is necessary in the Wellesley Square area. In addition, there is an apparent lack of medium term parking spaces in the area to accommodate office and social visits. Weekly average utilization at the off street parking facilities that provide long term parking is high, while utilization at short term facilities is low.

"The Tailby and Noanette parking lots should remain exclusively long term parking facilities due to their location and high utilization rates. It is recommended that parking at the other three facilities should be reallocated to allow a mix of long term, medium term and short term parking."

Recommendations made were aimed at enhancing revenue collection and usage patterns while maintaining and improving public access to commercial and retail activity within the town.

1989 Wellesley Parking Study - Howard/Stein-Hudson

This October 13, 1989 letter from Tom Lee to the Board of Selectmen included the Howard/Stein-Hudson Parking Study Report. The information includes revenue analysis and implications of changing meter fee structure.

1992 Parking Analysis - Babson College Management Consulting Field Experience

In 1992, the Planning Board enlisted the Babson College Management Consulting Field Experience program which used undergraduate students to conduct a parking survey in the Wellesley Square area. The students used post-card surveys to determine off street parking trends and face to face interviews for on-street parking users.

The results of the on-street parking surveys showed that the majority of on-street parking spots were used by people from local towns (Wellesley 48%; Dover 11%; Natick 9%). Local shopping was the most common purpose (65%) while 12% were employees feeding meters every two hours. A majority (53%) of on-street use was for one hour or less and 56% of the respondents come to Wellesley Square three days a week or less.

Parking Lot Surveys

- **Tailby Lot** - The Tailby lot is consistently filled during the week and empty on weekends. The survey showed that Wellesley and Natick residents each use this lot at about 30% of the total. The remaining 40% come from several surrounding towns including Sherborn, Framingham, and Newton.

Ninety percent of Tailby lot patrons arrive between 6 a.m. and 8 a.m. while 7% arrive at nine a.m. Sixty-nine percent arrive between 6 a.m. and 8 a.m. and leave between 6 p.m. and 7 p.m. All Tailby lot users were there for nine hours or more. Sixty-six and one half percent of the lot's patrons leave the lot between 5 p.m. and 7 p.m.

Eighty-one percent of the respondents indicated they use the lot for commuter rail parking and while 19% use the lot for employee parking.

The Babson group found that the majority of commuters come from Wellesley and Natick. In addition the group determined that the lot is also used by full time workers.

- **Waban Lot** - Primary utilization of the 114 space Waban lot was by Wellesley residents for weekend shopping purposes as indicated by 88% of the respondents. As the most under-utilized lot in Wellesley Square, 75% of Waban lot users said they arrived between noon and 3 p.m. and left before 5 p.m. Sixty-five percent of the respondents use this lot one or two days each week and 35% use the lot on Saturdays only.

- **Cameron Lot** - The Babson group believed that the typical Cameron lot user is a full time employee of the stores in Wellesley Square and arrives by 8 a.m. and leaves at 6 p.m. The Cameron lot has 163 spaces, 81% of which are in use for 8 hours or more. Seventy-eight percent of the respondents use the lot for 5 or more days each week, and 44% were there for

Wellesley Square Parking Study Reference Guide

the Monday through Friday work week. Eighty-two percent arrived between 7 a.m. and 9 a.m. and 72% left between 5 p.m. and 7 p.m.

The secondary use of the Cameron lot is as a back-up commuter rail lot. A majority of the users were from Wellesley, which contradicts previous beliefs.

- **Railroad Lot** - The 79 spaces of the Railroad lot is an all purpose lot with different uses for people from Wellesley and bordering towns such as Natick and Needham. The respondent's average parking time was 5 hours. Local shoppers accounted for 40%, commuters 20% and people conducting business in the area was at 20% as well. The rest of the users are either employees or are there for unspecified reasons.

- **Noanette Lot** - The 34 spaces available were use for employment purposes by 100% of the survey respondents for an average length of 9.5 hours. Ninety-nine percent of the respondents arrive between 7 a.m. and 9 a.m. and 99% depart between 5 p.m. and 7 p.m. Eighty-five percent of the respondents use the lot five days each week and 62% use the lot Monday through Friday.

The Babson group determined that a majority of parking patrons reside in Wellesley and use parking areas for commuting, shopping, and employment. The group found that the typical shopper visits the area three times a week (including Saturday) and parks at Waban, Railroad, and on-street. A commuter parks Monday through Friday in Tailby and Cameron. An employee/er comes to Wellesley Monday through Friday and parks in Tailby, Cameron and Noanette.

1993 Wellesley Square Parking Report Memo

This March 26, 1993 memo from Tom Lee to the Board of Selectmen provides information as evidence that the town would be willing to fund workable solutions to the parking problem in Wellesley Square.

By using the railroad right of way and access from the existing Railroad Avenue parking lot. Traffic would pass under the Crest Road Bridge and park behind stores along Central Street where the current platform exists. Approximately 91 spaces would have been provided at a cost of \$170,000. An article had been placed on the Warrant for funding, but the MBTA backed away at the last minute.

The second idea was to place a large parking lot on the west side of Weston Road, however, potential traffic conflicts prevented further action.

1993 Wellesley Center Parking - Pilot Survey and Review

The April 1, 1993 report by John L. McConchie, Chairman, CPCG was in response to complaints by merchants about the condition of parking.

The review stated that only marginal increases were been realized since the 1,583 parking spaces identified in the 1987 report. The current situation was that all but of few of the Town's 350 on-street spaces were controlled by 2 hour meters (which caused most complaints about enforcement, defective meters, illicit parking and meter feeding).

The first determination of the report was the marked difference between weekday and weekend utilization, which followed the 1987 report's general findings (which did not cover weekends).

This 1993 report summarized previous efforts and outlined results of the current survey. The survey found the following:

- Tailby and Noanette lots were full during the week and sparse on weekends
- Railroad lot 10 hour and 4 hour spaces were full 6 days; 2 hour usually vacant
- Cameron lot spaces were usually available at all meter categories
- Waban lot busy on Saturday but the south end was vacant during the week
- On-street meters fronting shops are near saturation at all times
- Usual vacancies at on-street meters along Washington west of last store and in un-metered 2 hour zones of Cameron, Grove, Abbott and Waban
- Holman and Marco Polo lots were generally near saturation. Secluded un-posted lots to the rear of CVS and Galleria were moderately used.

The review also concluded that early starting workers and commuters can find spaces, but local all-day parking is largely taken up before other shopworkers arrive. The margin to cover future increases in train services or local employment is very limited.

Ample parking is available within short walking distance. Although secluded lots could be improved and made more available, additional parking close to stores would require vertical construction. The report challenges the benefits of additional investment in parking capacity.

Wellesley Square Parking Study Reference Guide

The author of this report describes several alternatives such as a ban of 60 Tailby lot spaces until after 9 a.m., Monday through Friday and exclude out of town residents. The author dismisses these ideas but went on to endorse the idea of pursuing 78 spaces on the green area between the Weston-Linden intersection and the Electric Plant transformer station. The author also re-suggests the idea of relocating the MBTA platform to west of Weston Road.

1993 Wellesley Center Parking Needs for Wellesley Center Merchant Employees

This April 22, 1993 letter report from Richard Sarginson for the Wellesley Center Merchants states that the purpose of a parking program would be to augment all-day off-street parking for workpeople in order to release on-street and other short-term metered spaces for use by shoppers and others. Analysis, assessment and six proposals are included.

The analysis for this report showed a total count of 485 employees at 62 stores and a total all-day parking utilization of 235. In addition 24 real-estate workers reported in-and-out use.

The report determined an average demand of 3.8 spaces per business and suggests that 3 spaces per unit should be ample. The report suggests that 10% more spaces are needed to cover shift-work overlaps. The estimated total all-day usage is 394, which would require an additional 121 spaces for all day users.

The report proposed the following short term solutions:

- Assign 20-25 more spaces for use by local workers in the secluded lot between Central Street stores and the railroad.
- Assign 30 spaces at the south end of the Waban Street municipal lot for "all-day" use, Monday through Friday.
- Convert all 4-hour, and some 2-hour spaces (20-25) at Cameron Street lot to "all-day" use.
- Allow free parking in "all-day" municipal lots on weekday evenings, Saturdays, Sundays and Public holidays. Reinforce policy with a publicity campaign to attract more evening and weekend shoppers.
- Erect standardized weatherproof notice boards on all municipal lots to define rules, hours and charges. Erect "P" direction signs at appropriate points in the Wellesley Center area.

Wellesley Square Parking Study Reference Guide

- Develop the lot (78 spaces) between Weston Road and the Electricity Division's transformer station and access ways.

1993 Commercial Parking Areas Liaison Sub-Committee

This May 14, 1993 memo from Tom Lee to Barbara Shanahan and Roy Switzler summarizes the results of a brief parking survey.

- Free off-street parking on Saturdays would result in lost revenue of not more than \$18,000
- Meter fees are segregated by parking area; Police collect on-street meters, Dave Sherman collects off-street lots.

1993 Commercial Interests Liaison

A May 20, 1993 a memo from Tom Lee to Barbara Shanahan and Royall Switzler responded to a request for ideas for parking solutions. The following recommendations were included:

- Free parking on Saturdays at the Cameron Street, Railroad Avenue, Weston Road, Waban and Tailby lots.
- Twenty spaces at the Cameron Street lot devoted to employee parking, perhaps through a sticker system
- Allow 30 spaces in the southern section of the Waban Lot for commercial area employee parking from January 1 through September 1.
- Railroad Avenue lot should remain as is - new 4 hour meters are working well.
- Summary: make available 50 spaces for exclusive use of employees.

1993 Commercial Area Parking Liaison Committee interim report.

In June, 1993, a Commercial Area Parking Liaison Committee interim report to the Board of Selectmen sought action on a proposal that free parking be made available at Central Business District lots on Saturdays. The estimated annual lost meter revenue to the town was approximately \$15,000 to \$18,000.

Wellesley Square Parking Study Reference Guide

The committee also recommended setting aside a specified portion of the Waban Street Lot for long-term parking. The report also described that parking signage had been ordered to be installed at various intersections. A map was also being produced for distribution to merchants. In addition, the committee would investigate new meter technology that would make conversions easier and cheaper.

1993 Liaison Committee Implementation Report

This June 21, 1993 memo from Tom Lee to the Board of Selectmen was a follow-up report on an effort to implement considerations being discussed between the Selectmen's Liaison Committee and Wellesley Center Merchants.

The Board of Selectmen voted on the recommendation made by the liaison sub-committee to authorize free parking in municipal lots (Cameron Street, Railroad Avenue, Tailby Lot, Waban Street, and Weston Road) on Saturdays. The plan was to remain in effect until January 15, 1994 when it would be evaluated for continuation.

- Cost for converting 30 Waban Street meters from 2 to 4 hours was \$500.

The memo also put forth the following questions for the board:

- Will the board convert the meters?
- Will the board adopt a sticker parking system for CBD employees?

1993 Comprehensive Plan

The June 1993 draft of the Comprehensive Plan summarized the results of the 1987 parking survey.

The Planning Board survey computed 2.03 public and/or private spaces for each 1000 square feet of commercially zoned space. The 1989 Howard/Stein-Hudson study reported 331 on-street metered spaces and 622 off-street spaces in the 5 public lots. In addition there are 49 spaces around Town Hall intended for employees and visitors.

The 1993 Wellesley Center Merchants Association study identified 103 businesses. Employee counts were obtained for 62 stores with 235 spaces required for 485 individuals. The study determined an immediate need for 121 additional spaces for all day users.

1993 Proposal to prohibit curbside parking

This proposal dated July 21, 1993 sought to prohibit curbside parking on the east side of Grove street between Central Street and Spring Street during the evening peak traffic period of 4 to 6 p.m. (originated from the BETA Engineering Master Design Plan) in response to complaints about extensive delays for traffic travelling northbound of Grove Street.

1993 Parking Permit Proposal for Wellesley CBD.

In July, 1993, the Office of the Board of Selectmen developed a proposal for implementation of a parking permit system for Wellesley business district employees.

The permit system would coincide with the allotment of 20 designated spaces at the southerly end of the Cameron Street Parking Lot for commercial area employee parking. In addition, installation of thirty 4 hour meters on the southerly end of the Waban Street lot to accommodate full or part time employees and shoppers.

1993 Wellesley Center Parking Survey & Review

This December 29, 1993 memo from Richard Sarginson to The Board of Selectmen provided results of a recent parking survey and off-street parking management changes:

- Free saturday parking
- Additional "P" direction signs erected
- 31 spaces in Waban Street lot converted from 2 hour to 4 hour
- Utilization counts showed that pre-Christmas figures were much higher or approaching saturation
- Merchants recorded that 72 workpeople parked at on-street meters
- A double decked lot at the rear of Marco Polo or extended over the Wolf lot appeared to offer the best prospect for increased parking capacity in close proximity to stores

Town of Wellesley Parking Lot Key

Lot No.	Lot Name	No. of Spaces
1	Public Lots	236
2	Tailby	76
3	Wellesley Square/Railroad	49
4	Town Hall	163
5	Cameron	114
6	Waban	34
7	Noanette	
8	Private Lots	
9	Galleria	46
10	CVS	79
11	Post Office	10
12	Grove Street	130
	Holman	84
	Cross Street/Marco Polo	119

Sources:
 -Planning Board Parking Overlay Map
 -1989 Parking Study, Howard/Stein-Hudson
 -1995 Comprehensive Plan



